



20 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. © 1971

Now the
leading American cigarette
in the rest of the world.
Anywhere you go, Boston
or Bakerfield, Ft. Wayne or
St. Louis—big towns or small,
you'll find your favorite kind of
Marlboro in all 50 states.
And today, it's also sold and
enjoyed in over 150 countries
around the world. More than any
other American cigarette.
So, whatever's your pleasure—
flip-top box, soft pack, Longhorn
100's, or Marlboro Menhof—we'll
be there when you come calling.
Come to Marlboro Country.



Marlboro

America's fastest-growing cigarette!



Printed in U.S.A.

Ad No. 2278-Big Box, 1971-1972—America's fastest growing cigarette—1 Page—4 colors—Eaton, 1971 (A)

LEO BURNETT COMPANY, Inc.

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